

II. AMENDMENTS TO THE CLAIMS

Sub C1
B14

1. (Currently Amended) A liquid crystal display device comprising:
a display section which uses liquid crystal with a memory effect;
a driving section which drives the display section;
a control section which controls the driving section to write currently displayed information on the display section again at a specified time; and
a timer which begins counting when information displayed on the display section is updated;

wherein the control section causes the driving section to rewrite currently displayed information on the display section upon the timer counting to a predetermined value and the control section causes the display section to be reset before the driving section rewrites currently displayed information upon the timer counting to a predetermined value.

2. (Previously Amended) A liquid crystal display device according to claim 1, wherein the liquid crystal is chiral nematic liquid crystal which exhibits a cholesteric phase.

3. (Previously Amended) A liquid crystal display device according to claim 1, wherein:

the display section has a detecting section which detects a contact action with a screen of the display section; and

the control section controls the driving section to write currently displayed information on the display section again when a contact action is detected by the detecting section.

4. (Previously Amended) A liquid crystal display device according to claim 3, wherein the detecting section is a touch sensor.

6. (Previously Amended) A liquid crystal display device according to claim 1, wherein the control section controls the driving section to perform writing on part

of the display section and thereafter to write currently displayed information on the display section again.

7. (Previously Amended) A liquid crystal display device according to claim 1, further comprising an electric power source.

8. (Previously Amended) A liquid crystal display device according to claim 7, further comprising a terminal through which electricity is charged in a battery from an external device.

9. (Previously Amended) A liquid crystal display device according to claim 8, wherein the external device is a refrigerator.

10. (Previously Amended) A liquid crystal display device according to claim 7, wherein the control section stops supply of electric power to the driving section after writing on the display section.

11. (Previously Amended) A liquid crystal display device according to claim 10, further comprising a booster circuit which raises a voltage supplied from the power source and applies the raised voltage to the driving section;

wherein the control section stops supply of electric power to the driving section by inactivating the booster circuit.

12. (Previously Amended) A liquid crystal display device according to claim 1, which is attachable to and detachable from an external device.

13. (Previously Amended) A liquid crystal display device according to claim 12, wherein the external device is a refrigerator.

14. (Previously Amended) A liquid crystal display device according to claim 1, wherein the information is about at least one of a calendar, a recipe, a message, stock, a picture and data reception from outside.

Sub C1
B15

15. (Currently Amended) A method for driving a liquid crystal display which uses liquid crystal with a memory effect, said method comprising the steps of:
driving the liquid crystal display to write specified information thereon;
initializing a timer when the information on the liquid crystal display is updated;
and
upon the timer reaching a predetermined value, performing the steps of:
resetting the liquid crystal display; and
rewriting the information when the timer reaches a predetermined value.

Sub C1

16. (NEW) A liquid crystal display device according to claim 1, wherein the display section is reset by causing each pixel to come to a focal-conic state.

17. (NEW) A liquid crystal display device according to claim 1, wherein the display section is reset by applying a pulse voltage to untwist liquid crystal which exhibits a cholesteric phase to each pixel.

B16

18. (NEW) A liquid crystal display device comprising:
a display section having a liquid crystal material with a memory effect, the liquid crystal material positioned between a first substrate and a second substrate, the first substrate being a flexible substrate through which a viewer views currently displayed information;

a driving section which drives the display section;
a control section which controls the driving section to write currently displayed information on the display section again at a specified time; and
a timer which begins counting when information displayed on the display section is updated;

wherein the control section causes the driving section to rewrite currently displayed information on the display section upon the timer counting to a predetermined value.

19. (NEW) A liquid crystal display device comprising:
a display section which uses liquid crystal with a memory effect;

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a driving section which drives the display section;
a control section which controls the driving section to write currently displayed information on the display section again at a specified time; and
a manual operating member operable by a user;
wherein the control section causes the driving section to rewrite currently displayed information on the display section upon operation of the manual operating member.
